



SENT VIA ELECTRONIC MAIL

D.M. 15/4/93  
T&D 14/4/93  
S.R.M. 1 1 1  
S.A.M. 1 1 1

LORI E. MacWILLIAMS  
Chain Accounts Manager

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May 13, 1993  
LEM-183-93

To: All Divisions W/Truckstops of America

Re: Truckstops of America  
CID #1370-00-00  
Winston/Camel Summer Promotions

**Managers:**

Please be advised that Mr. Gary Slaby/Purchasing Specialist TOA Headquarters, has authorized our Winston/Camel Summer Promotions. Following are specifics:

**Winston \$4.00 Off A Carton / \$.40 Off A Pack**

Floor Display \$50.00 payment authorized to be paid at store level.

Floor display must remain in place for four (4) week period to qualify for payment.

Product must be pre-booked/order-booked at store level through appropriate suppliers. Quantities ordered should be based on four weeks movement.

Carton and Pack UPC Codes must be supplied to all stores with scan equipment.

Winston promotion must be worked at the same time period as Philip Morris' Marlboro promotion.

cc: ANN

TOA Headquarters has recommended that stores do not participate in co-op funding with Philip Morris. Therefore, co-op funding will not occur with RJR unless store manager is participating with Philip Morris. If so, RJR will require same co-op funding.

#### Camel Buy-Down

All Camel styles (except Camel regular) may be bought down to the same level as Marlboro (\$3.00, \$4.00, \$5.00 based on state/regional/division guidelines/budget).

Product may be bought down based on specified time frame in scan stores. Store managers have been advised to provide movement data prior to promotion implementation in order that RJR sales rep may determine our liability. Scan data will also be supplied to RJR Sales Representatives at promotion end to document our liability. Payment should be made to stores as soon as possible after promotion end date.

Product may be pre-booked/order-booked in fixed quantities in non-scan stores. Sales Representatives must place VPR stickers on cartons/packs to identify bought-down product. Sales Representative must write check to store manager to reflect bought-down quantities. Same co-op funding policies as Winston will apply. Product may be bought down at various times during promotion period to ensure on-going product availability.

No floor display payment was offered to TOA Headquarters.

Camel promotion must be worked at same time as Marlboro promotion.

**IMPORTANT !!** - Buy-downs must be funded at Division level - no headquarter budget exists.

#### Camel Buy-One-Get-One-Free

Product should be supplied to stores via pre-book / order-book through appropriate suppliers based on quantities agreed upon between store manager and RJR Sales Representative

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P.O.S.

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RJR P.O.S. must be at parity with Philip Morris. Banners have not been authorized by TOA. Philip Morris has been advised by TOA not to place their P.O.S. on our carton/pack fixtures as TOA / RJR contractual payments will be jeopardized.

Please do not hesitate to contact me should you have any questions. Thank you in advance for your assistance with this chain.

Cordially,

Lori E. MacWilliams

LEM/ccs

cc: Sales Areas

Regional Sales Managers

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